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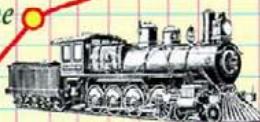
Invention of the Automobile



Invention of the Telephone



Invention of the Railroad



The Industrial Revolution



Development of International Trade



Creation of Music



Creation of Fine Art

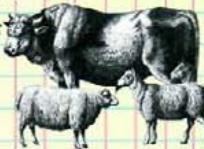
Creation of the Theater



Exploration of the Seas



Discovery of Fire



Invention of Writing

Domestication of Animals

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MAD

MAY
1998 NUMBER
369

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Printed in U.S.A.



"Drawn Out Dramas" by Sergio Aragones...Various Places Around The Magazine

FRONT COVER ARTIST: MICK McGINTY
FRONT COVER BORDER ARTIST: ANGELO TORRES
FRONT COVER BORDER WRITER: DUCK EDWING
BACK COVER ARTIST: JAMES KIRKLAND
BACK COVER WRITER: J. PRETE



THE GREAT WHITE NORTH

I have noticed that you don't print very many Canadian letters. Why not? Are we not important enough to get into your crummy magazine?

Brian Amos
Saskatchewan, Canada

Famous Amos — It's not that you and your fellow Canadians are unimportant. It's strictly a matter of finances. Thanks to a weak exchange rate, when a Canadian sends his bribe money to have his letter printed, there's barely enough to cover expenses. You follow, eh! —Ed.

I'm a Canadian in southern Ontario, and I've been reading your magazine for about eight years, eh! I like it, but I don't understand why you never make fun of us Canadians. Why is that? Also, Why don't you have any classified advertising? I think you should.

Chad Irish
Ontario, Canada

Chad — Thank you for your letter and your wonderful suggestions. We will bring them up for discussion at our next editorial meeting. —Ed.

P.S. An extra special thank you for including your bribe money in American currency! —Ed.

PLAYING THE RACE CAR

As many NHRA (National Hot Rod Association) fans already know, there is a new kid on the track. It's the "What Me Worry" kid Alfred E. Neuman! The "MAD" Racing — Unsafe at Any Speed" car (A custom funny car with speeds of over 300 mph) debuted on the Warner Brothers studio lot in Los Angeles this past January. In the photo on the left, a guy in an Alfred E. Neuman suit introduces the car and its driver, Jerry Toliver. In the second photo, who should drop by but Drew Carey, star of *The Drew Carey Show* (duh)! The car will be racing around the country, so watch for it on TNN, ESPN or at a drag racing track near you! Be sure to stop by and say hello and offer some driving tips to Jerry Toliver! Unfortunately, Drew Carey won't be there! Fal! For more information, visit the web site NHRA.com!

MAD CELEBRITY SNAPS

I have been a dedicated reader of MAD for more years than I care to count, and will be for many years to come. Hopefully, the next few years will be courtesy of you! Enclosed is a picture of Brooke Shields holding a copy of MAD #364 in which her character in *Suddenly Susan* is spoofed ("NBC's Desperate Plans for Seinfeld Spinoffs"). I am lucky enough to have a great brother-in-law who is a writer and co-producer of the show; he somehow (by means I'm sure we'd rather not know about!) got Brooke to pose. As a lowly paid elementary school teacher, I need all the freebies I can get!

Jan Aptaker
Los Angeles, CA



You get an A+, a happy face rubber stamp and a gold star, teach! Unfortunately, you don't get a three-year subscription! Just Kidding! It's in the mail! Jan, kudos, we love our Miss Brooke's photo! —Ed.

ATTENTION SUBSCRIBERS!

For all subscription-related matters (including change of address) in the U.S. and Canada, please call 1-800-4 MAD MAG or write P.O. BOX 59345, Boulder, CO 80329-2345! Please DO NOT phone, write, fax or E-mail our New York office — we're too dumb to help you there!

HOW TO REACH US

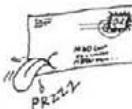
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ORIGINAL MAD ART AUCTION!

There will be an auction of original MAD artwork on Friday, June 5 at Sotheby's Auction House in New York City! Artwork will include major MAD covers by Norman Mingo and black and white artwork by the Usual Gang of Idiots. Catalogues for this auction will be available one month prior to the auction and can be ordered by calling Sotheby's Subscriptions at 1-800-444-3709. Approximate cost: \$27. Visit the MAD AOL site or see the next Letters Page for more information!



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IT WAS "THE BEST OF" TIME...

Once again we are proud to present a reader's choices of what he felt were MAD's best articles from 1997!

Here are my choices for best of 1997:

Best Movie Satire: Howard Stern, Private Putz (#359)

Best TV Satire: Mil-Lemon-ium (#358)

Best Article: (Tie) PETARD's Animal Rights Newsletter (#356) and Six Degrees of Separation Between Anyone and Anything (#363)

Best Satire of a Movie That Deserved it: The Last Word on Jurassic Park (#361)

Best Satire of a TV Show That Deserved it: The Doop Carey Show (#364)

Best Lighter Side of: (#355)

Best Spy Vs. Spy: (#357)

Best Tales From the Duck Side: The Beer Hunter (#364)

Best Cover: Alfred Bungee Jumping (#360)



Best Back Cover: Wiley Willy (#359)

Best Fold-In: Female Recruits (#357)

Best Alfred E. Neuman Quote: (#363)

Best Melvin & Jenkins: Guide to Dating (#363)

Best Monroe: A Day at the Beach (#358)

Best Aragones MAD Look At: Racism (#356)

Best Super Special: Tales Calculated to Drive You MAD #1

Best Overall Issue: (#363)

Doug Anderson

Concord, NC

We wonder how many readers will send in their picks for the best of 1998 next year! —Ed.



WRESTLEMANIAC

I am usually satisfied reading everything in MAD. But in issue #366's "Pro Wrestling by the Numbers" you said that Yokozuna had the biggest breasts and that Sunny had the second biggest. A true wrestling fan would know that Sable has bigger breasts than Yokozuna and Sunny put together.

Alex Reed

Lyons, KS

Lexie — You may be right, but in thinking about it again we would now cast our vote for Ric Flair. Man, have you seen him lately? What is he, a C-cup now? Woooooo! —Ed.

ICEBERG'S-EYE VIEW

I've always been a loyal fan and collector of MAD, but I think you went too far when you printed a story about the Titanic sinking in issue #365 ("The World According to Carp"). Those people suffered so much through that whole ordeal and the least you could do is leave them alone.

Jackelyn Navarro
Queens, NY

Jacks — While the Titanic sinking was indeed a tragedy, as far as sheer numbers go, 1,513 fatalities is a drop in the ocean compared to the millions and millions of people who suffered through James Cameron's 4 hour and 79 minute snooze-a-rama film! Towards the end of that we had TOOTHPICKS holding up our eyelids! It was all we could do to contain ourselves from yelling at the screen "DROWN YOU \$@%&*, just drown so I can get the HELL OUT OF HERE, I gotta pee!" On the other hand, we did enjoy the tasty peek at Kate Winslet's lovely breasts! While they are not as big as Sable's (or Ric Flair's for that matter) they did make it worth going back two more times! —Ed. P.S. For some additional fun, check out our satire of *Titanic* in this very issue you hold in your hands! —Ed.



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It's the magazine that makes fun of the show that makes fun of your favorite videos!



48 All-new pages of full color!

WARNING: This full-color Spectacular is ONLY available at newsstands, bookstores, comic specialty shops and other retail outlets! It is NOT part of the series sent to MAD Super Special subscribers!



I'm Schlock Love-It, leader of an underwater expedition to find lost treasure! Movie producers have already gone to the bottom of the barrel looking for old stories to recycle, so I'm going deeper! All the way to the bottom of the ocean to find a tale that's been told too many times, and a lot better, already! But this time, I have a new gimmick! I not only dug up an old story, I dug up an old lady to tell it to you!

Pay attention, this is tricky! I'm the same Rouse as the young Rouse you're about to meet, except I've aged 85 years! That's how long the Trypanic has been at the bottom of the ocean! Of course, when you see all my wrinkles, you'll think I've been at the bottom of the ocean for 85 years too! I'm telling my story in flashbacks which is a big help, because at my age remembering it all at once is impossible! Not to mention implausible! But I'll tell you this: when you're on a sinking passenger ship, what do you do? Try a call for help? Try a last-ditched effort to get to a lifeboat? Naaaaah! You...



I'm Jerk Awesome, and I won tickets on the Trypanic playing poker! I have a feeling, though, that the guy I won them from didn't want to go on this ship! He insisted my pair of fives beat his flush! I'm an artist and I have a vivid imagination! At least that's what people say when I try to sell them my sketches! They say: "If you think that crap is art, you have some vivid imagination!"

I'm Rouse Blackwater, and I'm returning to America with my fiancé! He's handsome and rich, but he's so proper and stuffy he wears starched shirts, bow ties, and bowlers — even when he makes love! On the other hand, I like to sleep in the nude, whether at night in bed or by day in a deck chair poolside!

I'm Rouse's mother, Ruthless! My daughter Rouse has many radical Ideas, but her wildest ones concern marriage! She has this weird notion that people marry for love! Fortunately, I'm teaching her the truth: that you marry for money! And there's love in that! Love of money!

I'm Callous, Rouse's fiance! Rouse has a burning desire to experience and explore all that life has to offer! That's everything I HATE in a woman! On the other hand, she's got great legs and a great chest! That's everything I LOVE in a woman!



TRYPANIC

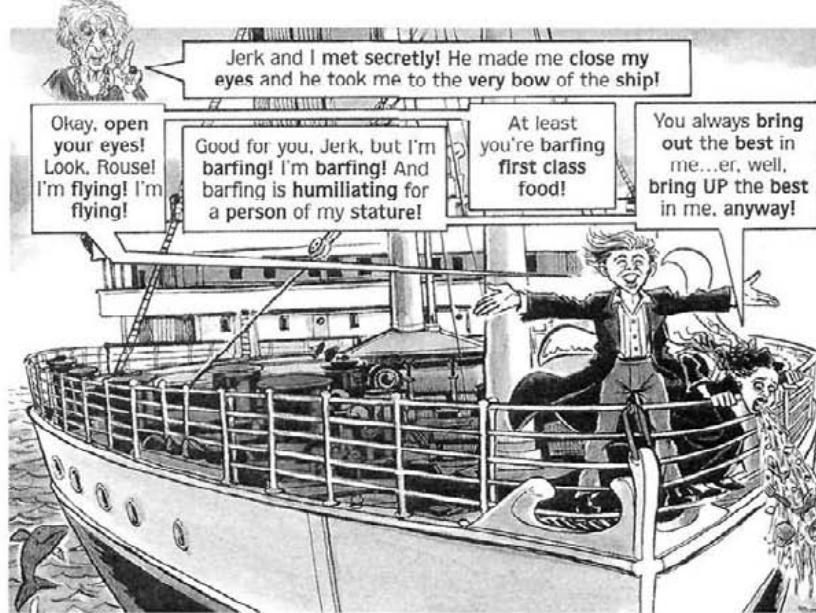
I'm Captain Sullen, and I'm worried about the ship's construction! When they christened it, the champagne bottle didn't break, but the first two feet of the bow shattered! Luckily, it's a very long ship, so no one will miss those couple of feet! I've equipped the Trypanic with many modern scientific navigation instruments, including this square globe of the world!

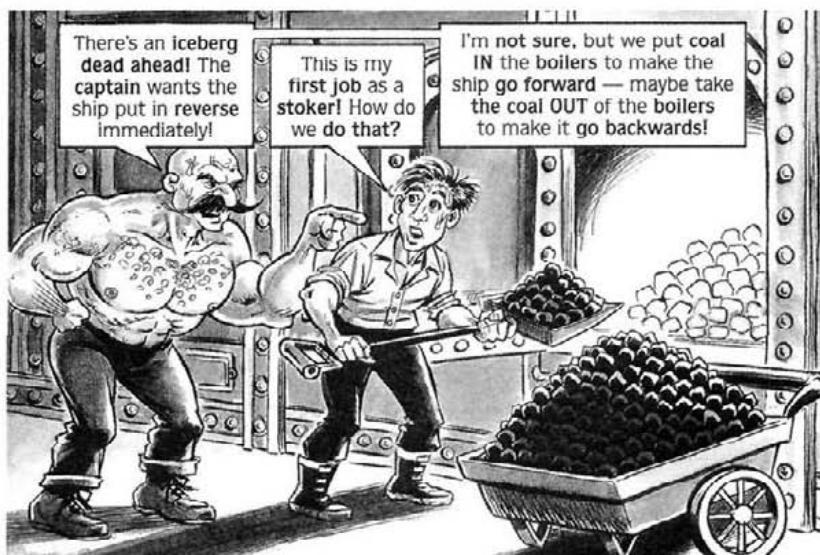
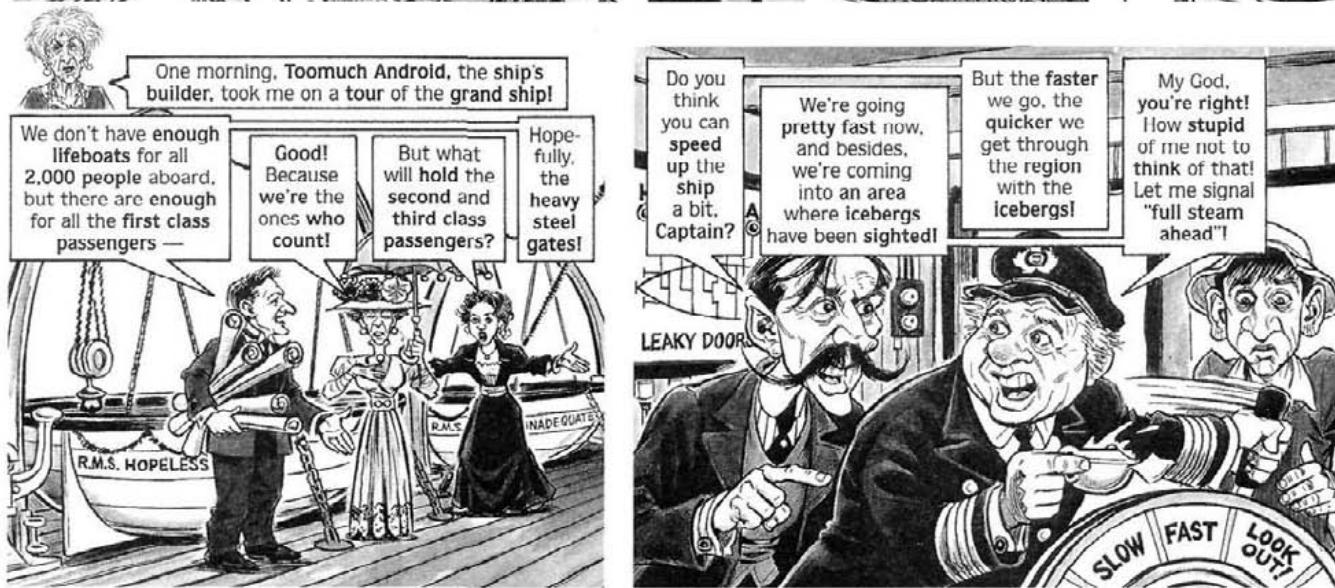
I'm J. Bruce Dismay, the ship's owner! On her maiden voyage, I'll push the captain for extra speed! No, not so we'll get headlines when we dock! I want the extra speed so we can get through the lame love story that's gonna unfold aboard ship as fast as possible!

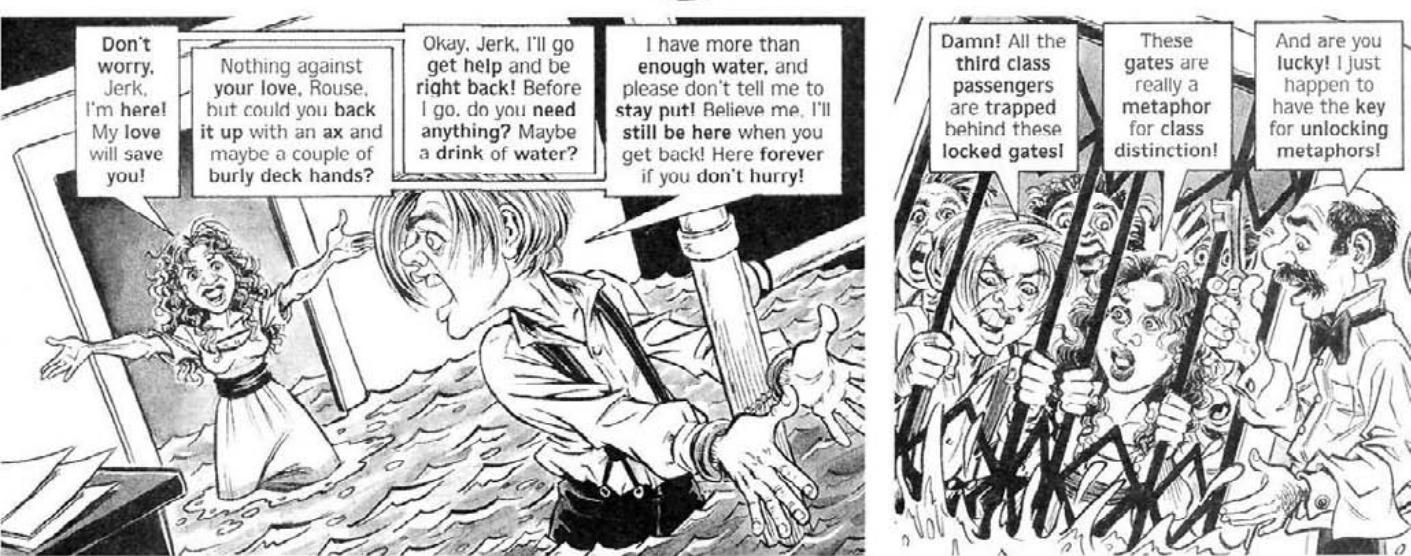
I'm Toomuch Android, the ship's builder! I've built everything on a giant scale, except the rudder, which is so tiny it makes the ship hard to steer! But I'm not dumb! I put it underwater where no one can see it! I concentrated on important things — the BIG things people can see! Like giant shuffleboard courts! I had to get rid of hundreds of lifeboats to do it, but that's the price you pay for world class shuffleboard!

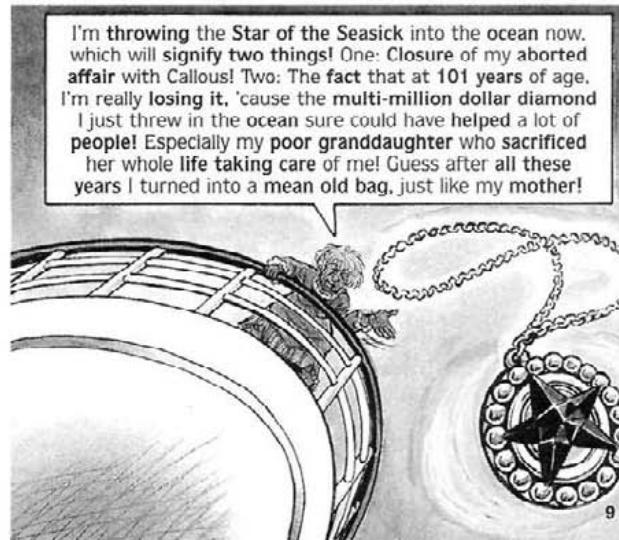
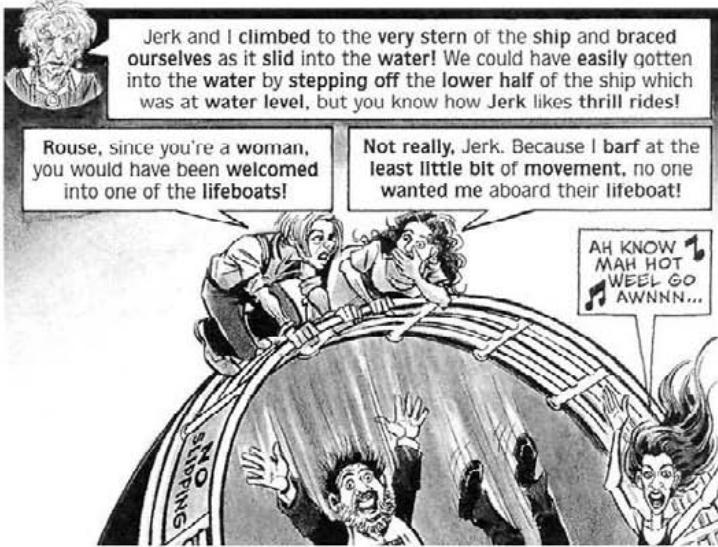
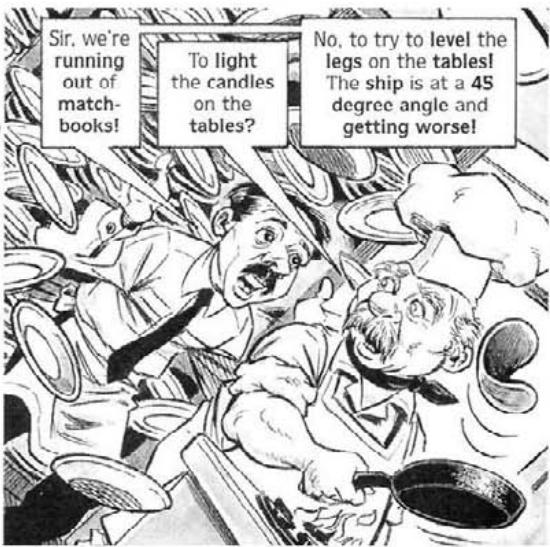
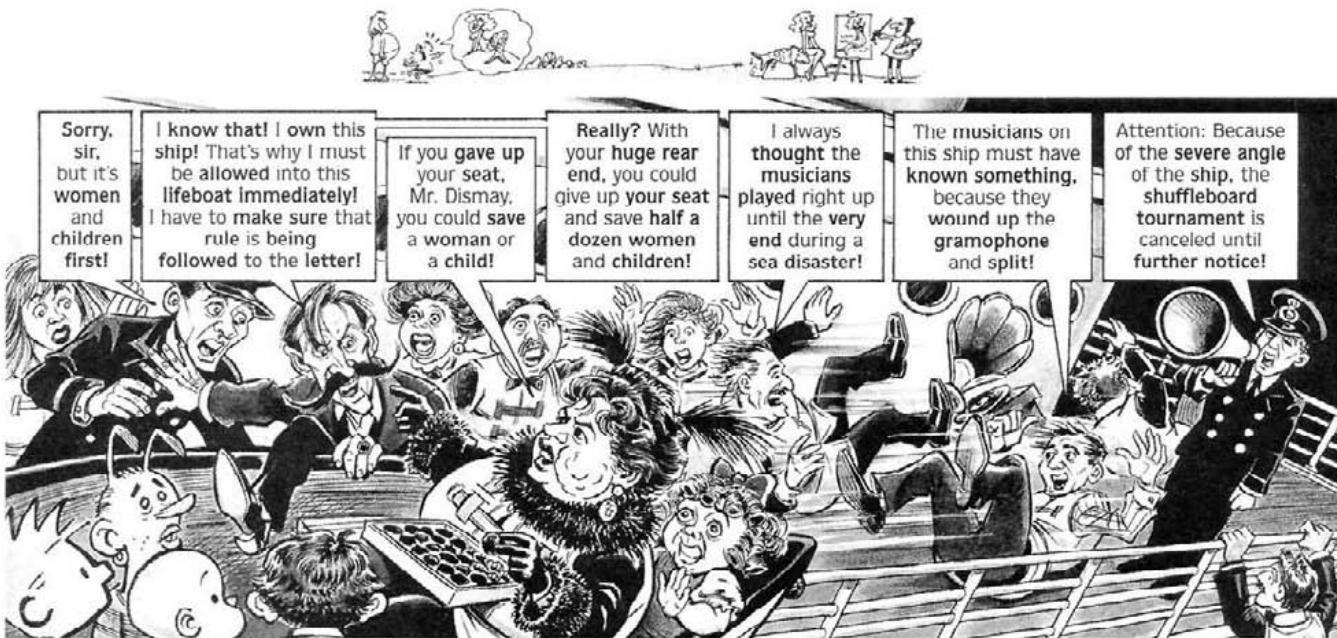
I'm Folly Brown! I'm an obnoxious laugh riot — and I'm also rich! That's why I'm traveling First Crass! Get it? First Crass! For some strange reason, I've earned the nickname: "The Unsinkable Folly Brown"! Truth is, I'm so fat, I'm the "standby" anchor for this colossal ship!











**SICK WILLIE DEPT.**

After the Monica Lewinsky fiasco, the White House is doing everything it can to make sure the President is never again caught with his, uh, pants down. To this end, they've created this new and improved...



White House Internship • Official Application

Name _____ Social Security # _____
Address _____
City _____ State _____ Zip _____
Telephone () _____ - _____

REFERENCES

Please list the names of any family members or friends who are big-time contributors to the Democratic National Committee:

Name	Relationship To Applicant	Amount Contributed

If you are unable to list at least two \$100,000 contributors, please stop here. We require no more information.

Do you know Linda Tripp? Yes No *If yes, please stop here. We require no more information.*

AGE

Over 25 Over 18 But Under 25 Under 18 But Can Pass For Over 18

SEX

Female Female

Measurements (For Official Intern Uniform, should we ever decide to issue one)

Bust _____ Waist _____ Hips _____ Knee-Pad Size (circle one) S M L

EXPERIENCE

Positions Previously Held (Please describe in explicit detail. Be sure to include with whom you held these positions, where you held these positions and how long you held these positions.)

QUALIFICATIONS

How would you evaluate your oral skills?

Excellent Good Fair Poor

How would others evaluate your oral skills?

Excellent Good Fair Poor

Would you be willing to submit to an oral test?

Yes No

Please respond to the following questions by circling the appropriate answer:

Are you a "hands-on" type of person?	Definitely	Somewhat	Not at All
Do you obey your superiors?	Definitely	Somewhat	Not at All
Are you able to work nights?	Definitely	Somewhat	Not at All
How about weekends when the First Lady is away in China speaking about human rights?	Definitely	Somewhat	Not at All
Do you agree that in the interest of "national security" it is your duty to remain forever silent about all discussions and experiences you have with the President?	Definitely	Somewhat	Not at All
Do you think that nosy Special Prosecutors should mind their own business?	Definitely	Somewhat	Not at All
Do you subscribe to the philosophy, "Ask not what the President can do for you, ask what you can do for the President"?	Definitely	Somewhat	Not at All

AVAILABILITY

Do have an answering machine? Yes No

If yes, and the President were to leave a message of a "sensitive nature," would you share it with any of the following? Check all who apply:

Reporters Special Prosecutors Other White House Staffers Your Mother Hillary

MEDICAL HISTORY

A White House Internship is a physically demanding job. Do you have any medical conditions that may hamper or prevent you from:

Kneeling Crouching Squatting Bending Over Other

ESSAY

On a separate sheet, please complete the following statement (300-500 words):

The things I find most sexy about older, married men are...

I hereby certify that the information contained in this application is true and will swear under oath that it is true, even if I'm granted full immunity from prosecution and the Special Prosecutor has hours and hours of tapes of me contradicting this information to former colleagues, the President's secretary, right wing New York book agents, my mother, casual acquaintances, my goldfish Frosty, and a homeless guy who lives under the Lincoln Memorial. Furthermore, in the highly unlikely event that I find myself at the center of a national scandal, I hereby authorize: (1) the President to give vague, evasive, answers about our relationship. (2) the First Lady to dismiss any allegations I may make as the product of a "vast right wing conspiracy." (3) Hard Copy, Extra, the tabloids and the rest of the media to portray me as a spoiled, dimwitted bimbo with a propensity for exaggerating.

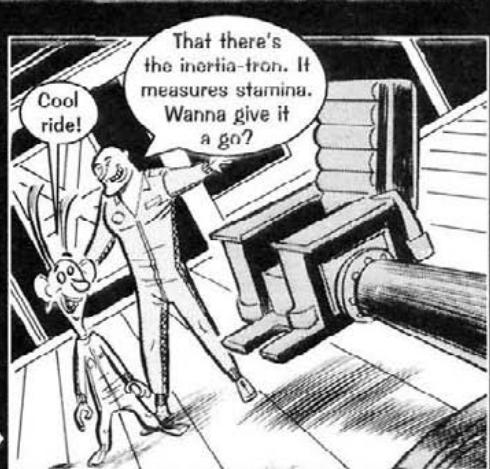
Signature

Date

The White House is an affirmative action, equal opportunity employer. We do not discriminate on the basis of race, age, gender or sexual preference. If, however, you happen to be a white, 21 year-old female heterosexual, that's fine too.

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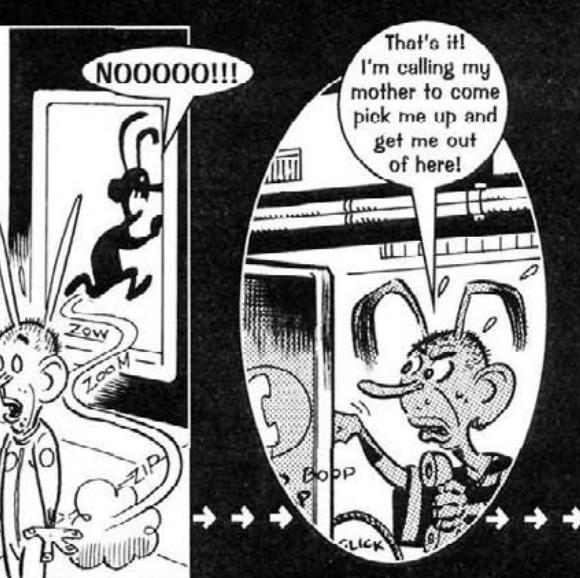
Ground Control to Major Bummer: It's countdown to liftoff as our boy



SPACE CAMP

Monroe takes one small step for Nerd-kind. Houston, we have a problem!





Hello,
gorgeous!
I'm Gus. Can
I interest you
in a glass of
Tang and
maybe a quick
spin in the
anti-gravity
machine?





VOTED MOST LIKELY TO CONCEIVE DEPT.

A Magazine We're Afraid We'll Soon See...

Prom Mom

May \$3.50

14 Hot Dance Moves

That Look
Exactly
Like Labor
Contractions

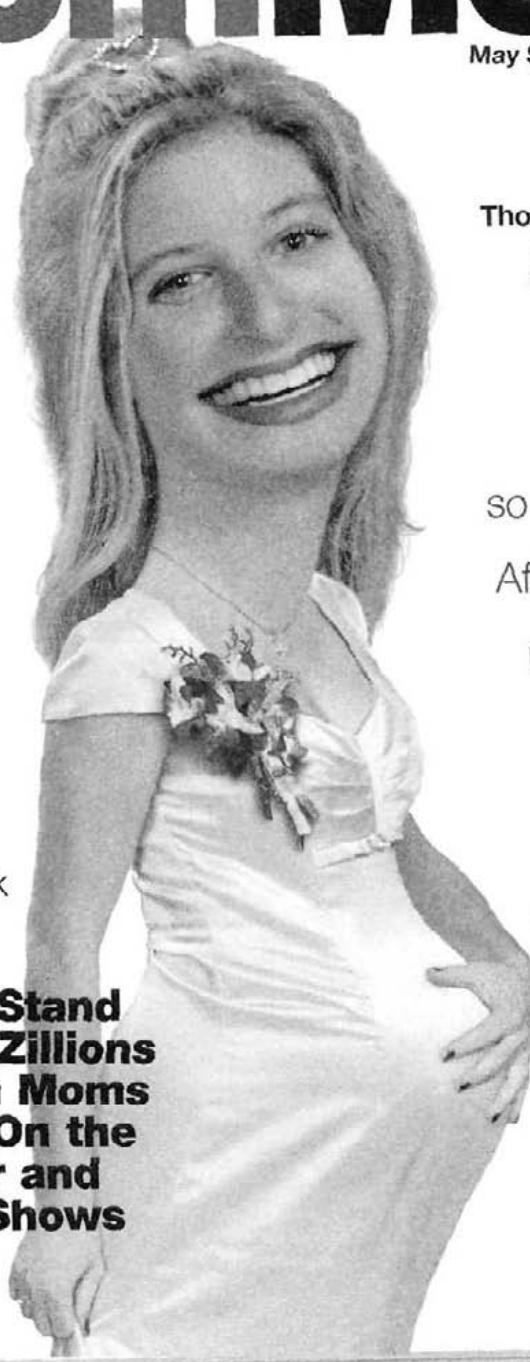
What to Say

When the Janitor,
the Cops
and the Tabloid
Reporters Arrive

Simple Pelvic Exercises

to Keep the Little
Bugger In Until the
Band Takes a Break

**How You Can Stand
Out From the Zillions
of Other Prom Moms
Trying to Get On the
Jerry Springer and
Jenny Jones Shows**



How to Tell If

Those Stomach Cramps
are the "Real Thing"
or Just the Clam Dip

5 Adoption
Agencies
that Accept
Night Deposits
so You Don't Have
to Miss Any
After-Prom Parties

Drinking the Spiked Punch

What the hell! It's not like
anyone expects good
judgment from you
at this point!

The Latest Prom Mom Trend

Holding your prom
right in the
local hospital's
Maternity Ward!





THE YOUTH IS OUT THERE DEPT.

For years, nothing has baffled the scientific community more than trying to figure out what is causing all that angst and malaise among America's young adults! Finally, they realized there was only one duo who could solve this unsolved mystery, to answer this unanswerable question, to crack this uncrackable code, to—ah, you get the point! Anyway, they called in the country's premier investigative duo, Mulder and Scully, to crack the secrets of...

EPISODE 6: CLOSE ENCOUNTERS OF THE CAFFEINATED KIND

Assistant Director Skinner is forced to take Mulder's theory about extraterrestrials posing as coffee vendors seriously when their "Shoppes" begin replicating themselves on street-corners all over America.



THE GENERATION-

ARTIST: TIMOTHY SHAMEY
WRITER: MIKE SNIDER

EPISODE 11: CHILDREN OF THE LOST COMBS

It's a puzzle wrapped in an enigma that Mulder and Scully must try and solve: How can a generation that spends so much time obsessing over their hair always look like they just got out of bed?!

(Episode also features the first appearance of the mysterious Zima-Slurping Man.)



EPISODE 17: DAWN OF THE NIGHT OF THE CALVIN KLEIN ZOMBIES

With the assistance of a subservient national media, a megalomaniacal fashion designer unleashes his army of anorexic, heroin-addicted walking dead upon unsuspecting consumers. His dastardly goal:

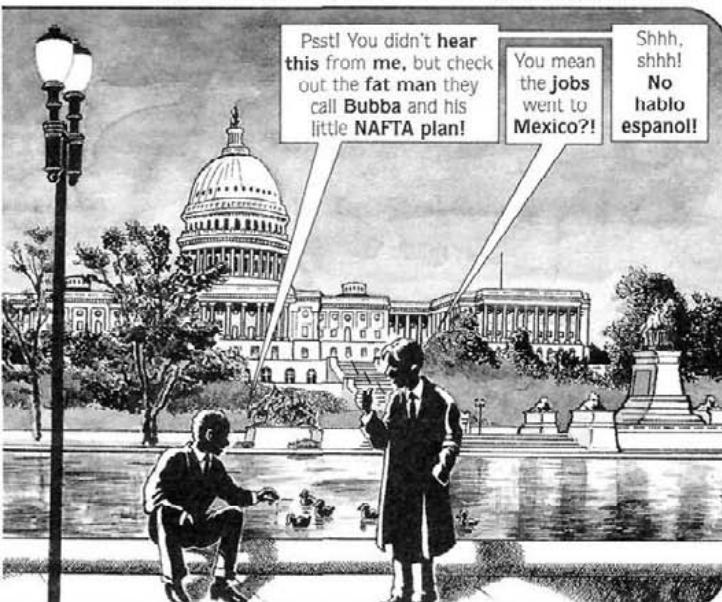
To put his own name on the jeans of everyone born since 1965!



X-FILES

EPISODE 28: THE VANISHING JOBS

With the assistance of Deep Dockers, a secret informant from another generation, Mulder and Scully investigate the strange disappearance of millions of jobs that pay more than minimum wage and don't require the wearing of silly paper hats!



EPISODE 23: PIERCED NATION

Mulder suspects an intergalactic conspiracy when unexplainable holes suddenly begin appearing all over the bodies of America's youth — only to be filled by equally inexplicable "Jewelry-Like Implants" (JLIs).



EPISODE 43: SCHOOLHOUSE ROCK AROUND THE CLOCK

A series of cheesy-but-hummable educational TV spots from the '70s come back to haunt the generation that grew up on them, when it's discovered that they contain subliminal messages that turn viewers back into giddy, drooling children whenever they hear the songs again as adults!



EPISODE 31: JANEANE GARAFALO, WHO THE HELL ARE YOU?!?

When a second-rate stand-up comedienne with just a few TV and film roles to her credit becomes a generational icon, Mulder is convinced there's only one explanation: Mass hypnosis!



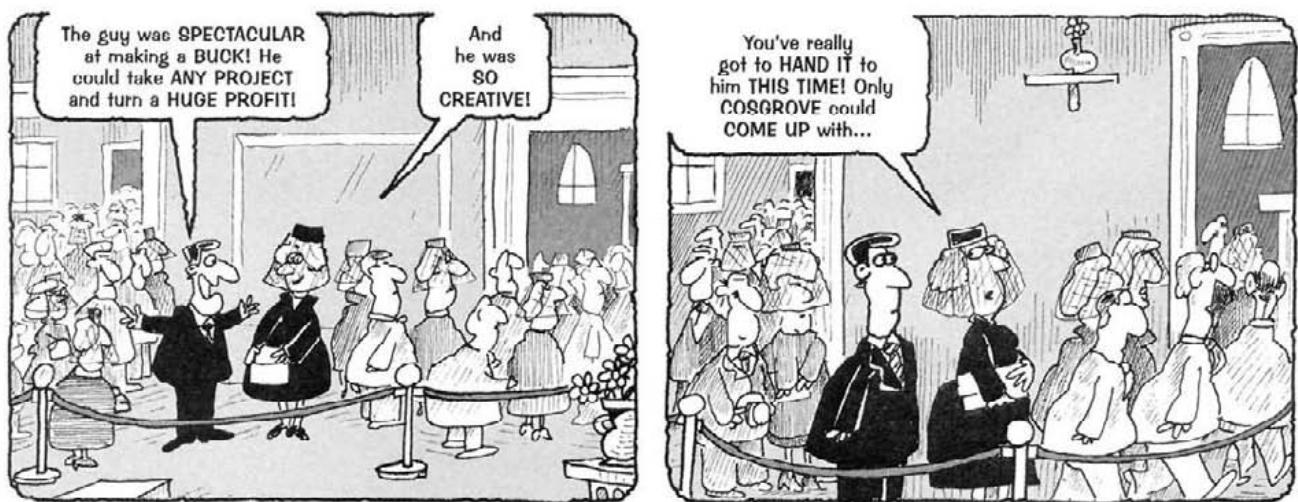
EPISODE 34: HOME SWEET, LIKE, Y'KNOW, HOME

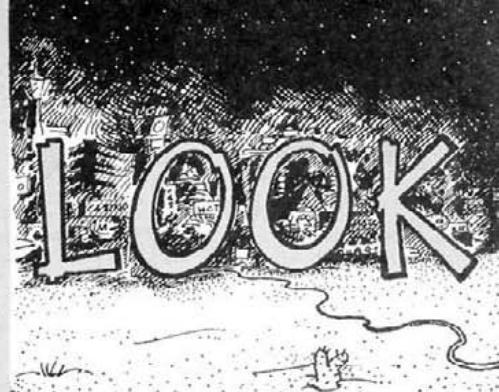
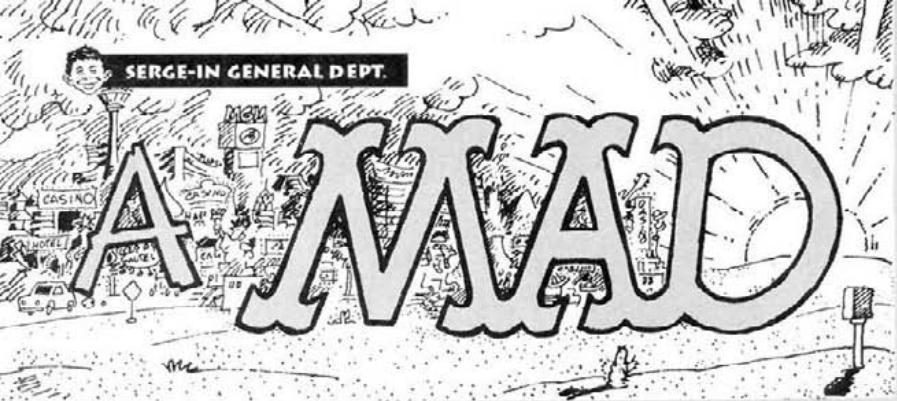
Some mysterious force is magnetically keeping people in their 20s and 30s — even those with good jobs — from moving out on their own! Mulder and Scully must find a way to counteract it to prevent the bankruptcy of a generation of parents and the U.S. apartment-rental market!



TALES FROM
the DUCK SIDE

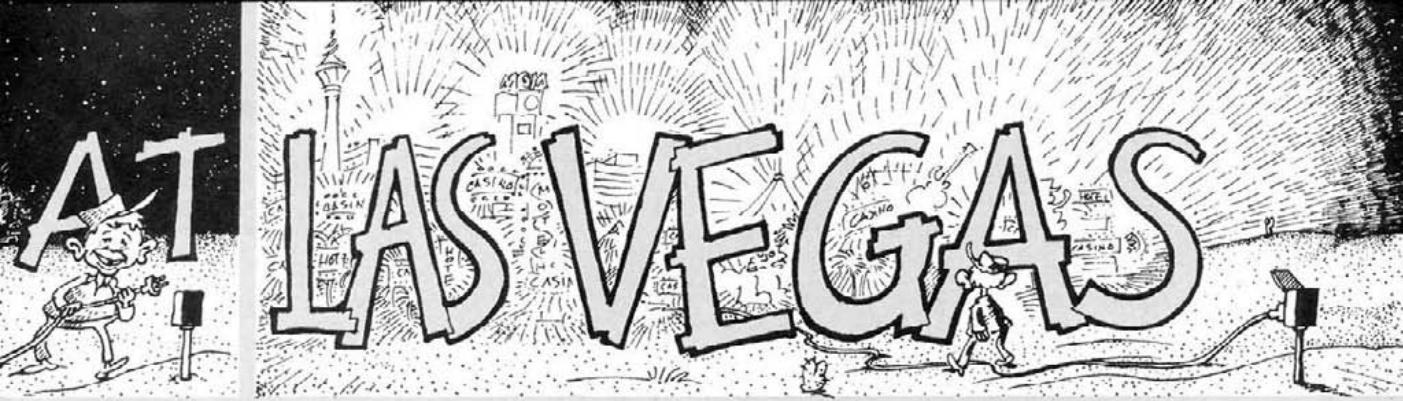
A TOMB WITH A VIEW

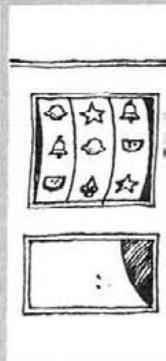




ARTIST AND WRITER: SERGIO ARAGONES











Every morning NBC airs a little program called *The Today Show*. It's like a lot of other network morning programs, with one exception — as part of its ground-floor studio, there's a giant window that looks out onto the streets of New York! And outside that window is a collection of dweebs, geeks and yahoos so moronic, they make the cast of *Boy Meets World* look like the Nobel Prize selection committee! So, as a public service to our lazy, never-get-out-of-bed-before-noon readers (i.e. you), we've gathered all these mouth-breathers together for a little feature we like to call...

Too cheap to buy a Hallmark card

Out to beat Willard Scott to a pulp for retiring just before her hundredth birthday

Lost conventioners trying to coax a lap dance out of Ann Curry

Believes Al Roker really is an alien, just like *Men in Black* said

Victim of a "Triple Lutz Mishap" at the Rockefeller Center ice rink a block away

Not actually authorized to speak for all of Scranton

Doesn't know it, but she's standing in an authentic pool of New York Homeless Person Body Waste

Lives around the corner — hoping to score some leftovers from the cooking segment



MAD'S
GUIDE TO



WHO'S WHO OUTSIDE THE TODAY SHOW WINDOW



Out-of-work actor
planning to put "Appeared on *The Today Show*" on his résumé

Can die happy,
now that she's goosed
Matt Lauer

Hates *The Today Show*—just enjoys crowds
of sweaty tourists

Just beat
the crap out of guy
with a "HOWDY FARGO"
sign to get spot
up front

Confused
Letterman fan
looking for Mujibur
and Sirajul

Forgot
that Nina watches *Good
Morning America*

Mistakenly
thinks this is
the line for the
Soup Nazi

Hookers
dislocated by the
Disney-fication of
Times Square

About
to make his
national TV
"debut"

Sure he
saw "something
extra" in that smile
Katie Couric just
flashed him

Will hear
about puking on Gene
Shalit for the next
20 years

New York
pickpocket out on his
morning routine



CAUTION! RECONSTRUCTION AHEAD DEPT.

Every generation develops its own "protest look." In the sixties, the ultimate expression of rebellion was to have long, greasy hair. Today, the only people with long, greasy hair either work in the film business or manage comic book shops. Currently, tattoos and body piercings identify Gen-X trendies rebelling against society and their parents. But tomorrow, you might need tattoos and piercings to get into the Boy Scouts! That's the problem with protest looks — society eventually accepts and gets used to them, meaning the next generation has to come up with an even *more* outrageous and grotesque trend. What does the future hold? Let's travel down not-yet-memory lane and explore...

BODY MODIFICATION TRENDS OF THE FUTURE

ARTIST: TOM BUNK

WRITERS: BRIAN & SEAN FARRELLY



2000

Rasta Nostrils

The exotic, reggae-drenched underground cool of Rastafarianism hits its disgusting cultural peak when the dreadlocked nose-hair fad sweeps the nation.



2012

Body Warping

Leg and arm bones are deliberately broken and permanently reset in positions that nature never intended. Favorite styles include the "butterfly knot," the "pretzel" and the ever-popular "YMCA."





2023

Pirate Cool

Needless amputations and prosthetic limbs become the ultimate in radical fashion when a look dubbed "Pirate Cool" sweeps the nation. Kids everywhere go in for peg legs, hooks and laser eye-removal surgery.



2028

Body Welding, aka Siameseation

Having your boyfriend's or girlfriend's name tattooed on your body is no longer enough to express your eternal devotion. Instead, couples display their commitment to each other by undergoing "Body Welding," a process in which their flesh is stitched together at a spot of their choosing, joining them forever in a permanent bond of love and togetherness.

2026

Wrinkle Chic

An offshoot of the baggy pants look of the '90s, baggy skin becomes all the rage. People have their epidermis pulled and stretched like saltwater taffy until their faces and bodies attain that wrinkly, casual, totally fly shar-pei dog look.



BODY
MODIFICATION
TRENDS
OF THE
FUTURE



2030
Unicorn-O-Plasty

Tough guy wannabes everywhere have a unicorn horn surgically implanted in their foreheads. Besides having a new symbol of their rugged individuality, they can also take part in bloody head-butting contests to settle their mating, financial and sports trivia disputes with friends and rivals.



2033

Tattoo A-Glow-Glow

Fluorescent ink and microchips implanted underneath the skin make possible the newest in body augmentation: flashing neon tattoos. Programmable to flush different messages, most opt to announce their allegiance to a gang or a band, or to publicize their homepage on the web.



2036
Cellophane Style

Layers of skin are surgically removed and replaced with clear transparent plastic in order to expose internal organs and blood vessels, attaining the trendy "Slim Goodbody/visible man" look.



2040

**Critterizing, aka
Manimal Morphing**

Radical animal lovers undergo procedures to resemble the creatures they most adore. Elective options add udders, humps and marsupial pouches. Sea lovers opt to have blowholes and gills created, and to have steel wires pierced through their cheeks (creating the makeshift catfish look so in vogue).



THE COMMANDER-IN-HEAT DEPT.

HOW MANY BIMBOS CAN YOU FIND? IN THIS OVAL OFFICE PICTURE?

Family Fun
For All
Ages!



ANSWER: There are 15 bimbos in this picture. The 13 that everyone finds, and the two more that are hiding under the President's desk.

ARTIST AND WRITER: AL JAFFEE

WADTV vs. MAD (THE SCORE)

It's been almost three years now since upstart MAD TV dared to challenge long-time powerhouse Saturday Night Live in the late night sketch comedy arena. Both have had their ups and downs and the competition has been the subject of much speculation in the press. But how are the shows really stacking up? Isn't it time that someone took a cold, totally objective and unbiased look at the situation? And who better than us, the magazine that was the inspiration for MAD TV (AND Saturday Night Live, now that we come to think of it!) Letting the chips fall where they may, here's our tallying of...

COFFAR





SNL:
Many times, the cast
outnumbers the viewers.....-500 Points

MAD TV:

Makes fun of many bad movies.....+50 Points

SNL:

Is the cause of many bad movies.....-500 Points

MAD TV:

Most shameful moment:
Allowing Pauly Shore to host.....-1,000 Points

SNL:

Most shameful moment:
Seasons six through twenty.....-10,000 Points

MAD TV:

Fake commercials often
funniest part of the show.....+1,000 Points

SNL:

Real commercials often
funniest part of the show.....-1,000 Points

MAD TV:

Always watched over by the looming,
inane face of Alfred E. Neuman.....-1,000 Points

SNL:

Always watched over by
the looming, inane face
of Lorne Michaels.....-2,000 Points

TOTAL:
SNL: -7,500
MAD TV: -7,500

TULK

To be continued this (and unfortunately every) Saturday Night!

ARTIST: RICK TULKKA

WRITER: RUSS COOPER



HARD LEARNED DEPT.

MAD EXAMINES THE HIGH COSTS OF EDUCATION

ARTIST: LENNIE MACE
WRITER: MIKE SNIDER

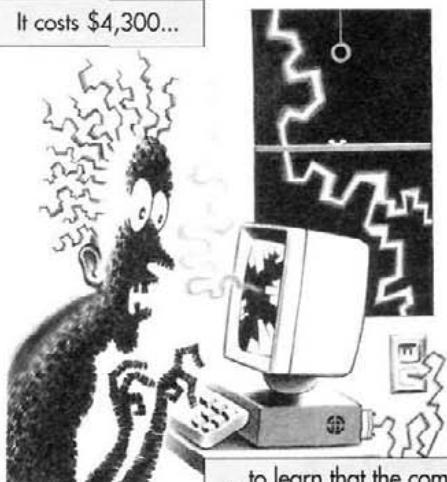
The cost of tuition at Harvard is now over \$25,000 a year! At the average state university, it's about \$10,000! But even those of you (and we do mean you!) who'll never set foot in one of them smart-guy places still have to deal with the rising price of wising up! What do we mean? Read on, Einstein, as...

It costs \$7,995 plus tax and license...



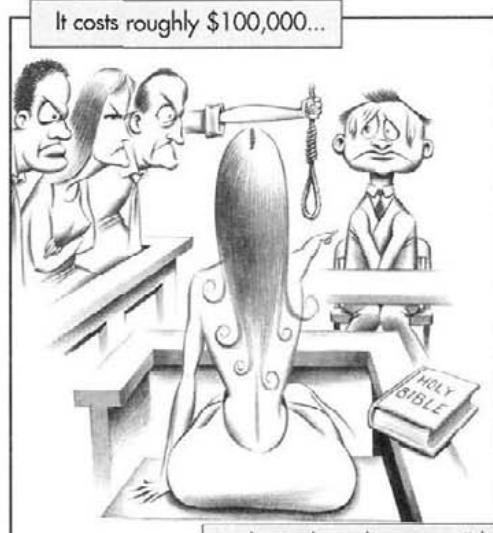
...to learn that the only woman you're going to impress with a practical car that gets great gas mileage is your mother!

It costs \$4,300...



...to learn that the computer salesman wasn't trying to put one over on you when he said, "Spend the extra \$20 for a good surge protector!"

It costs roughly \$100,000...



...to learn that whispering "she's got a great ass" at the water cooler can be overheard and used in court!

It costs \$150 and a shelf full of unwanted music...



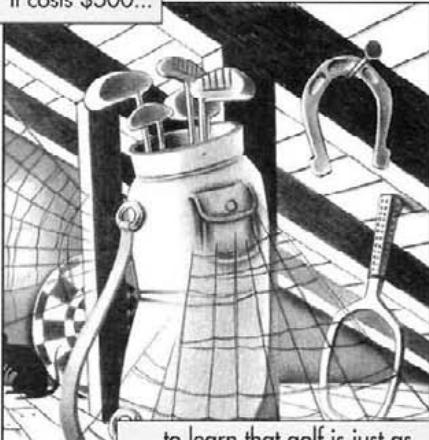
...to learn that you DON'T get 12 CDs for "just a penny"!

It costs \$125 plus tip...



...to learn that the "Coolio look" just isn't for you!

It costs \$500...



...to learn that golf is just as stupid and boring a game now as it was before Tiger Woods!

It costs \$23...



...to learn that some bone-head with a catchy book title doesn't have any more of a clue about women than you!

It costs \$135 plus tax...



...to learn that "it's NOT the shoes!"

It costs \$19.95 a month (and endless hours at the keyboard)...



...to learn that you're just as big a failure with women electronically as you are face to face!

It costs \$500 a day...



...to learn exactly how Las Vegas hotel/casinos can offer rooms for only \$20 a night and breakfast for just 99 cents!

It costs \$5.99...



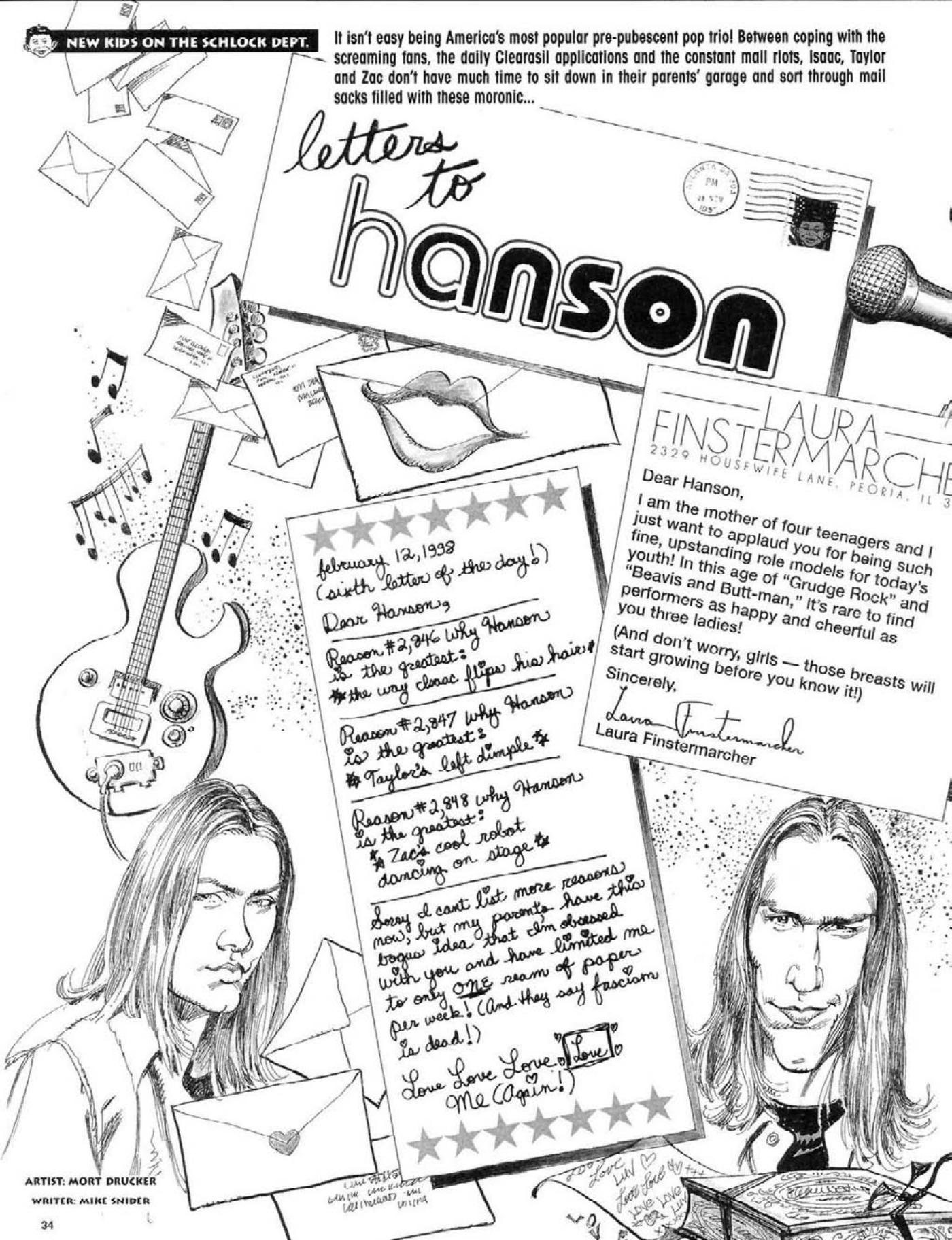
...to learn that Larry Flynt is not quite the cute 'n' cuddly publisher that Woody Harrelson portrayed him to be in the movies!



NEW KIDS ON THE SCHLOCK DEPT.

It isn't easy being America's most popular pre-pubescent pop trio! Between coping with the screaming fans, the daily Clearasil applications and the constant mall riots, Isaac, Taylor and Zac don't have much time to sit down in their parents' garage and sort through mail sacks filled with these moronic...

letters to hanson



Dear Hanson,

I am the mother of four teenagers and I just want to applaud you for being such fine, upstanding role models for today's youth! In this age of "Grudge Rock" and "Beavis and Butt-man," it's rare to find performers as happy and cheerful as you three ladies!

(And don't worry, girls — those breasts will start growing before you know it!)

Sincerely,

Laura Finstermarcher
Laura Finstermarcher

February 12, 1998
(sixth letter of the day!)

Dear Hanson,

Reason #2,846 why Hanson
is the greatest:
*the way Isaac flips his hair!

Reason #2,847 why Hanson
is the greatest:
Taylor's left dimple

Reason #2,848 why Hanson
is the greatest:
*Zac's cool robot
dancing on stage*

Sorry I can't list more reasons
now, but my parents have this
bogus idea that I'm obsessed
with you and have limited me
to only ONE seam of paper
per week! (And they say fascism
is dead!)

Love Love Love Love
Me (Again!)



Dear Hanson,
I love you guys so much, I recently got tattoos
of your names and faces all over my body!
My older brother (he's in High School!!!!!!) says
this is was stupid because even though you
seem big now, you're probably a flavor-
of-the-month who'll be nothing but a
trivia question next year → and I'll be
stuck with dumb tattoos for the rest
of my life!!!!!!

Isn't that the silliest thing you ever heard?
Everyone knows that Hanson will
RULE FOREVER!!!!!!

Love,  M/58y Maxwell

P.S. Who are "New Kids on the Block" and "Menudo"
My IDIOT brother keeps bringing up???

from the desk of
Louise

Dear Hanson,

Call me weird, but I'm a baby-boomer
mom who's always gone for high-concept/
low-talent musical groups—from the Monkees
and the Partridge Family of my youth, to
Bananarama and Milli Vanilli of the '80s,
and even, for a brief time, being sucked in
by Hanson-Mania along with my kids.

That is, until I recently found out the
awful and disgusting truth about your
group: you actually write your own songs
and play your own instruments! What a
dastardly fraud to commit on legions of fans
who pay good money thinking they're
hearing the best studio musicians out
there, being lip-synched by pretty-boy
front singers without an original thought
in their head!

SHAME ON YOU!!!

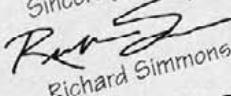
An EX-Hanson Fan!!!

Dear Hanson:

What a bunch of wusses
you are! That girl hair!
Those fey hand gestures!
All that mincing around
onstage! I mean, c'mon,
there's a certain level of
"flaming-ness" that's just
too much — even for me!

Straighten up,
for God's sake!

Sincerely,


Richard Simmons



Hi!

Hey Hanson!
Okay, it's time we
had it out! The
teen-hunk world isn't
big enough for the
both of us! Meet you
in the alley behind
Tiger Beat magazine
this Saturday
(our curfew
is at 10:00!)
Signed,
The Backstreet Boys

THE HANSON
WE ARE YOUR
ONE AND ONLY
GIRL

Hi!
DRUCKER

Dear Hanson,

You are the SWEETEST CUTEST SWEETEST! I'll bet you'd ALL be the best boyfriends!! I'll bet you'd LOVE a girl even if she wasn't the Smartest or the best looking! Why, I'll even bet you'd LOVE a girl who had braces, thick eyeglasses, many zits or was a few pounds overweight, Even if she was retaining water because of the stress of dealing with her bratty sister

Elaine who

and I know most wonder what that is boys and I the other day



boy even the

DEAR ZAC, YOU YUMMY BOY,

I'M A 14 YEAR-OLD ~~MAN~~ GIRL, WHO JUST LOVES SURFING THE INTERNET AND ~~TROLLING~~ LOOKING FOR ~~NEW MEAT~~ NEW FRIENDS! WHEN I STUMBLED UPON ONE OF THE 3,000 HANSON WEBSITES AND SAW YOUR FACE—WELL, I JUST HAD TO WRITE!

I KNOW THIS IS KIND OF SUDDEN, BUT COULD YOU COME VISIT ME? I'LL EVEN SEND YOU A ONE-WAY BUS TICKET, AND PUT IT ON ~~MY~~ VISA, MY PARENTS' VISA CARD! PLEASE, PLEASE COME—AND DON'T TELL ANYBODY!

YOUR NEW PAL,

~~Trish~~ Trish



Dear Hanson,

I'm a twelve year-old girl who had a huge crush on the three of you. That is, until my therapist explained what was really going on: she said that you embody a "non-threatening masculinity" which enables me to fulfill my immature romantic desires without the "physical demands" of "real boys," which could prove damaging to someone at my fragile, psycho-sexual age."

so now, I think YOU SUCK!

Alexandra
whistle

Upper West Side, New York, NY

A
L
E
X





THE SCHMUCKS STOP HERE DEPT.

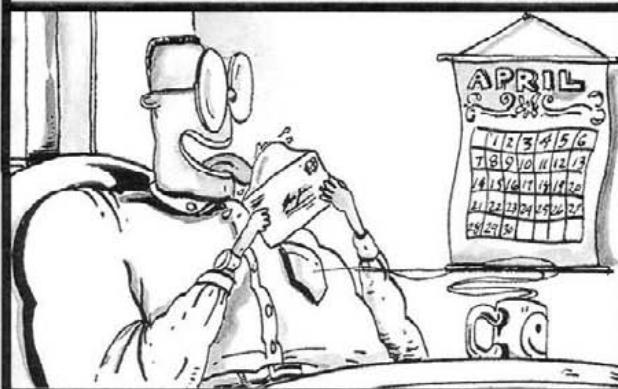
You are cordially invited to read the following little treatise on the proper and improper behavior when attending a social function. The dress, casual. The time, now. The title...



Melvin & Jenkins' GUIDE TO PARTY GOING

Jenkins

Jenkins knows that parties mean planning, and so takes care to RSVP in plenty of time for his hosts to expect his attendance with one guest.



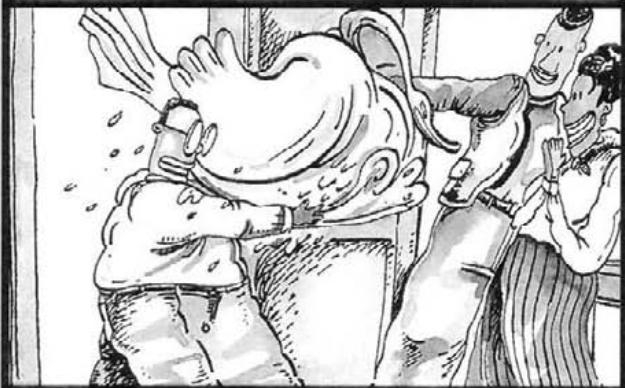
Melvin

Melvin argues that NOWHERE on the freakin' invitation does it specifically exclude his pit bulls.



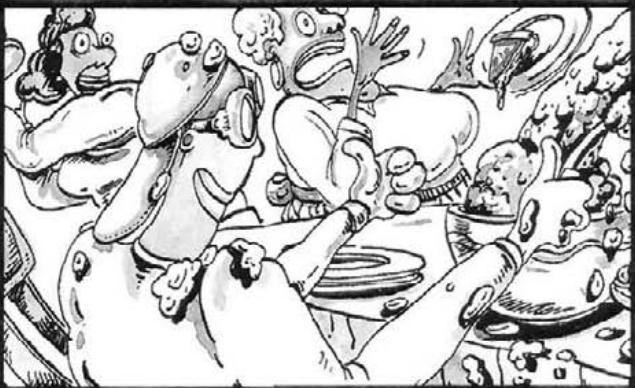
Jenkins

Jenkins arrives with a beautiful ice sculpture centerpiece he made himself, to the delight of the hosts.



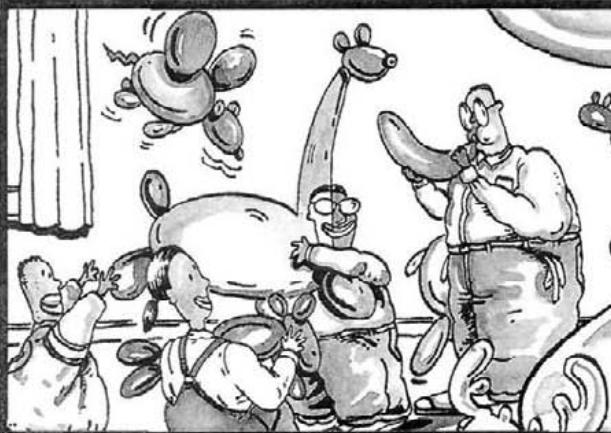
Melvin

Even regular viewers of porn are shocked at the fine detail of Melvin's potato salad recreation of the human reproductive system.



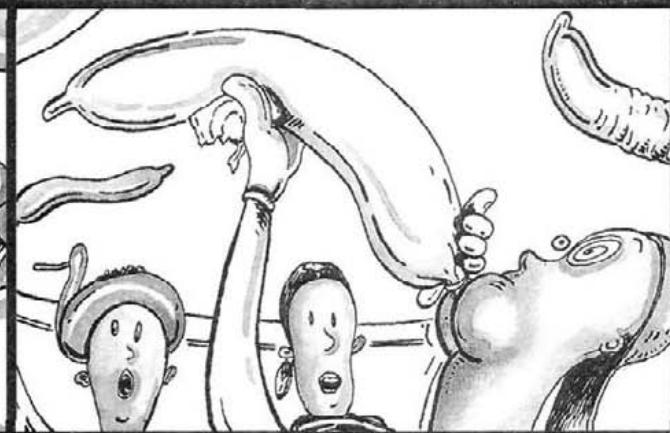
Jenkins

Jenkins amuses the children at the party by teaching them how to make funny balloon animals.



Melvin

Melvin does more or less the same thing, except that all of the animals have reservoir tips.



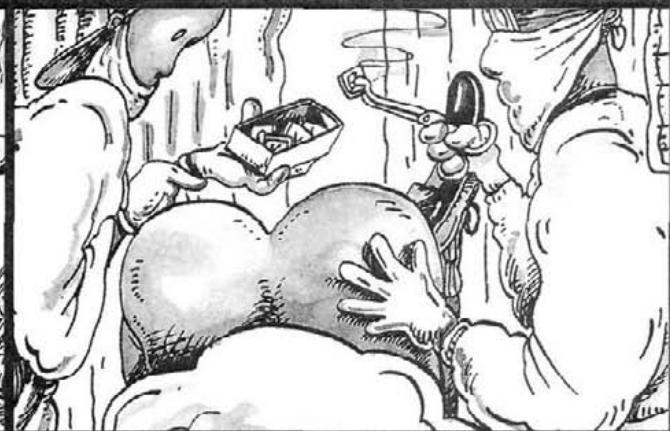
Jenkins

Jenkins really believes that "sox" should not be considered a legal Scrabble word, but in the interest of friendly competition lets it pass.



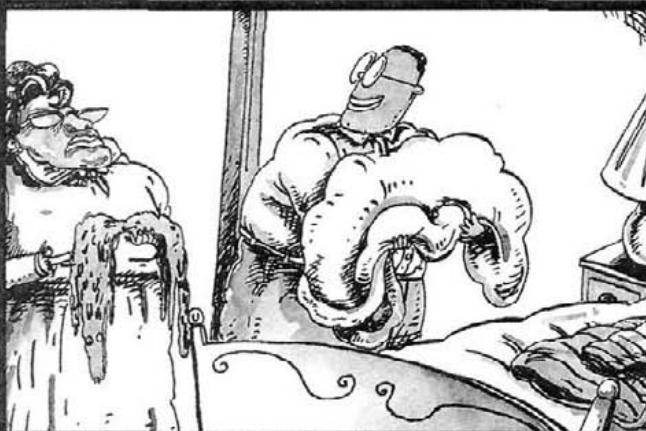
Melvin

Melvin's opponents are forced to endure hours of delicate surgery to remove 11 consonants and six vowels.



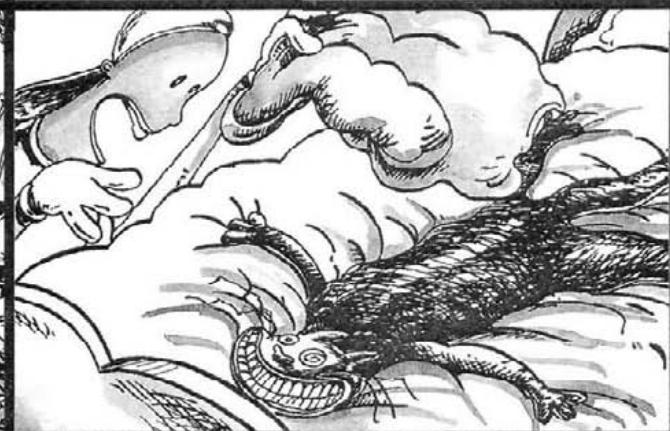
Jenkins

Jenkins offers to carry some jackets inside to lay across the bed.



Melvin

Melvin does the same, but never stops to consider what effect the crushing weight of 15 heavy winter coats might have on the host's cat.



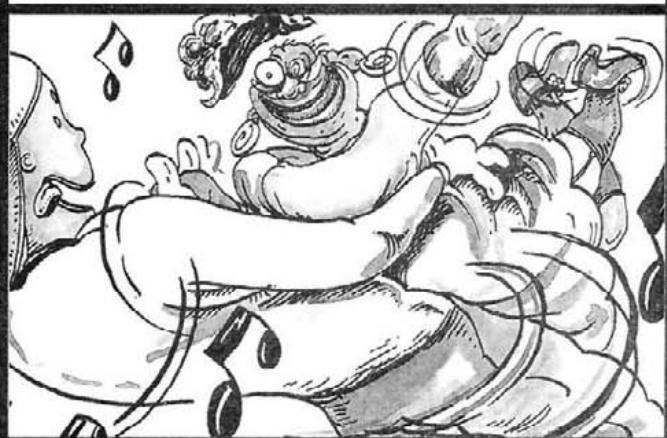
Jenkins

Jenkins graciously asks the host's mother if she would care to dance.



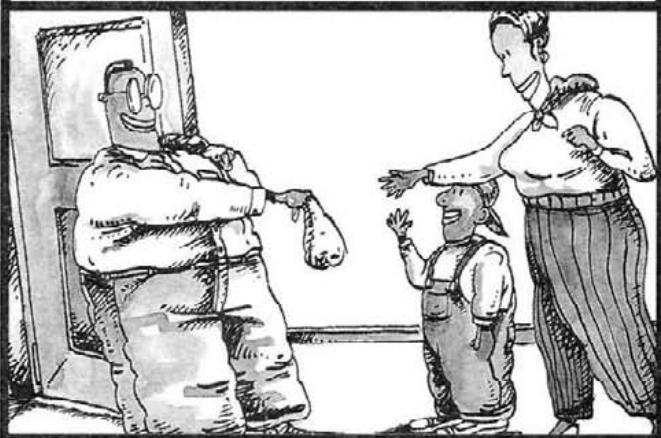
Melvin

Melvin's depraved grinding awakens sensations that Grandma's loins haven't felt since Dwight Eisenhower's first term.



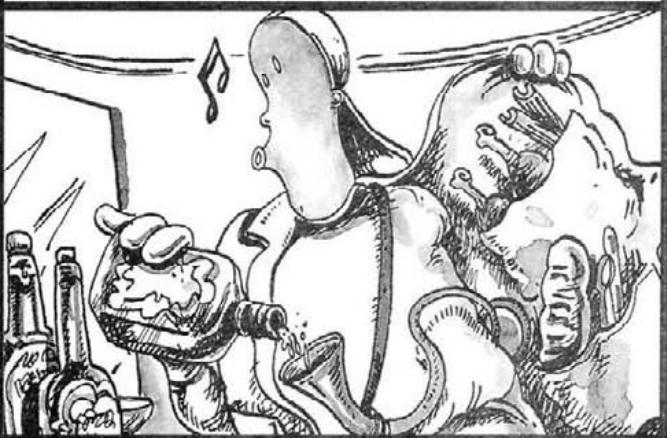
Jenkins

Jenkins gladly accepts a take-home bag of leftovers when offered.



Melvin

Melvin creates an elaborate system of tubing and vinyl-lined pockets inside his pants, so that he can lug a few gallons of free booze home with him.



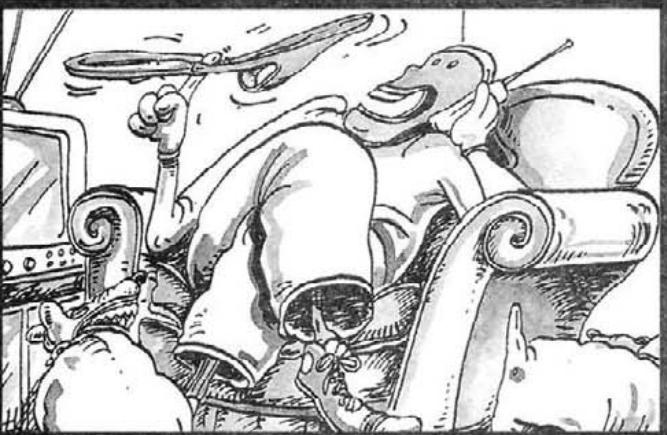
Jenkins

Jenkins promptly sends a note to the hostess thanking her for a delightful evening.



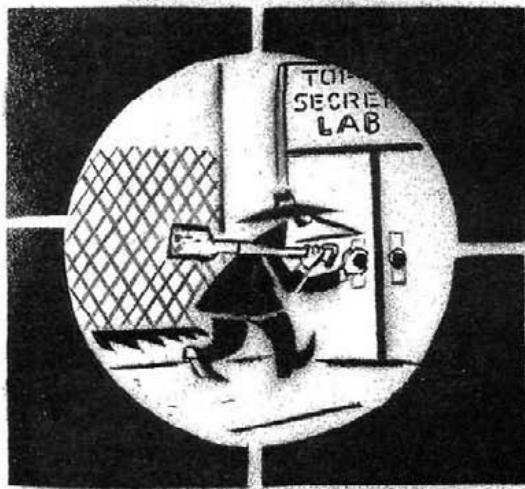
Melvin

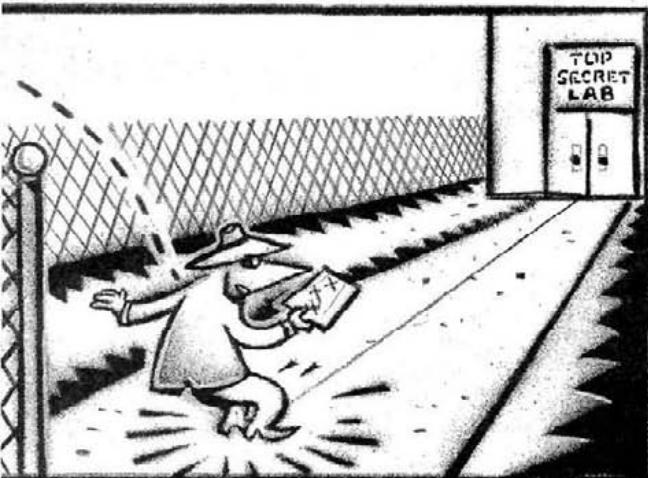
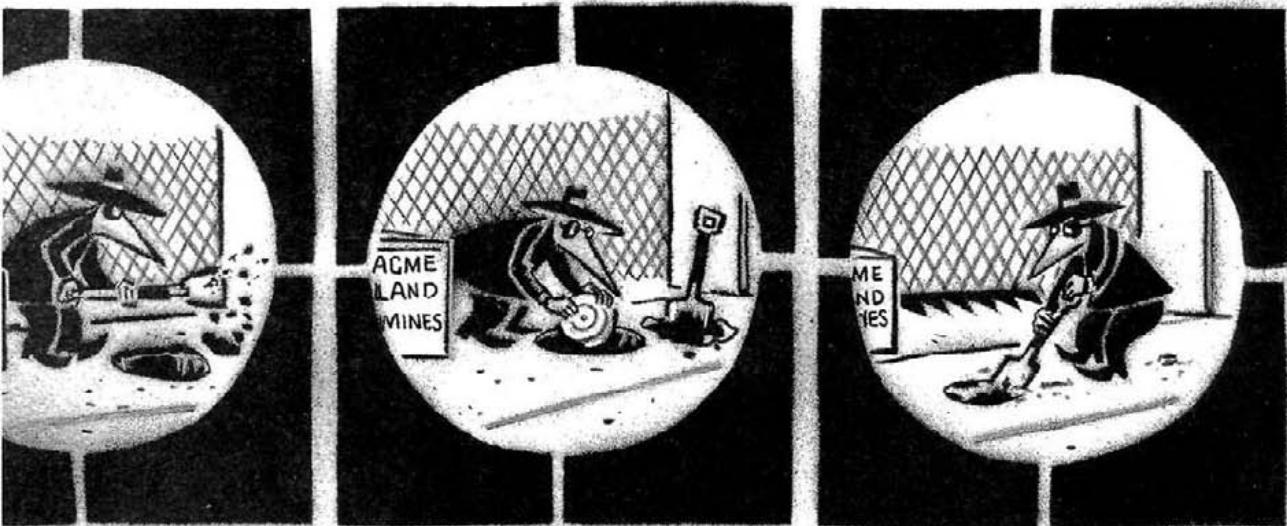
Melvin briefly considers sending the hostess back the panties that he swiped from her hamper but decides to sell them to a friend instead.





JOKE AND DAGGER DEPT.







BEHIND THE
DUPLICATE BALL DEPT.

Reality shows
just got real!
Move over COPS,
MAD proudly presents...

COPPIES

The graveyard shift
really brings out the
crazies! I swear, there's
not a moment's rest! This
one guy wanted color
copies of his black and
white originals and I looked
at him and said, "Are you
freakin' nuts, man?!? Stop
and think about...uh-oh,
over there, trouble!"

Bad boys, bad boys! Whatcha gonna do?

12:15 a.m. Shift Begins

Listen, honey, I say we cut
the invitations with these!

Don't "honey" me, Billy-Bob! An
exacto knife will cut a straighter line!



A simple
domestic dispute
can be one
of the most
dangerous
situations we face!

Okay, okay! Can we all just
take a deep breath here?

1:37 a.m. Crowd Control



WARNING:
Due to the graphic
nature of this show
we recommend
that young children
and people who
don't like graphics
don't view it.

COPIES is a glimpse into the shadowy world of word processing and document-related services! Our cameras take you behind the scenes to hit the streets with a group of dedicated, hard-stapled, paper-pushing public servants who have ink in their veins and liquid paper up their noses! They're true originals who are proud to copy!

COPIES is filmed live with the men and women of Kinky's Copies in Big Butte, Tennessee!

Whatcha gonna do

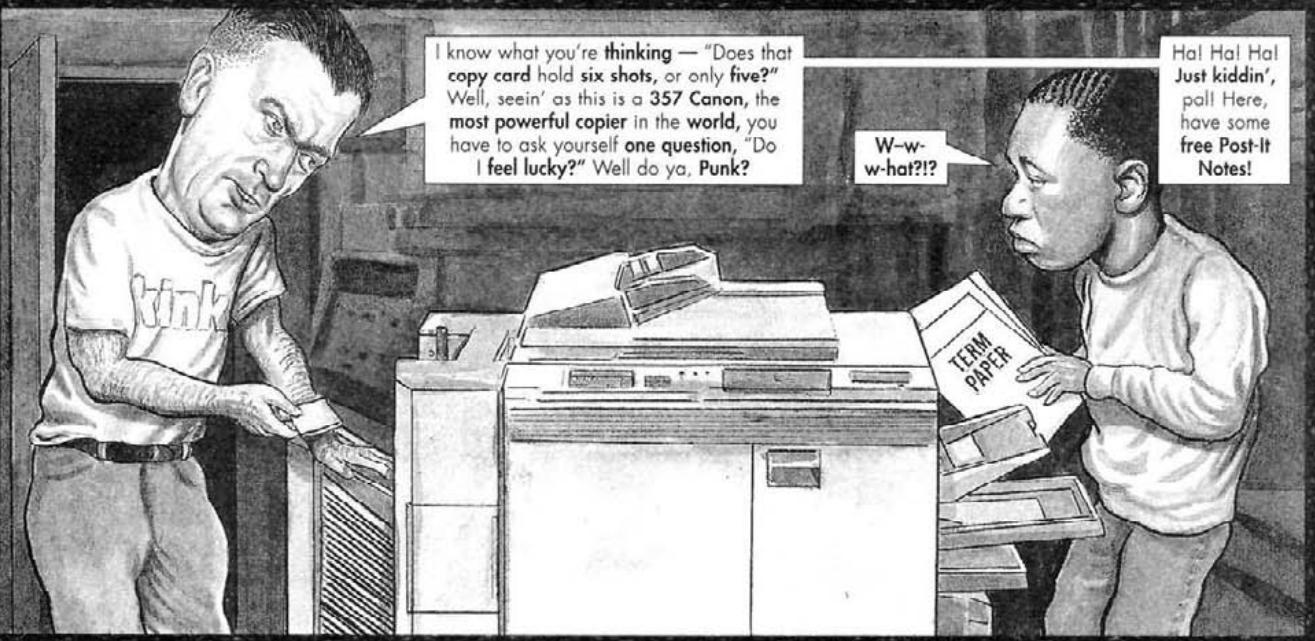
when they **collate** you?

ARTIST: DREW FRIEDMAN
WRITERS: SCOTT SONNEBORN
AND ANDY RHEINGOLD

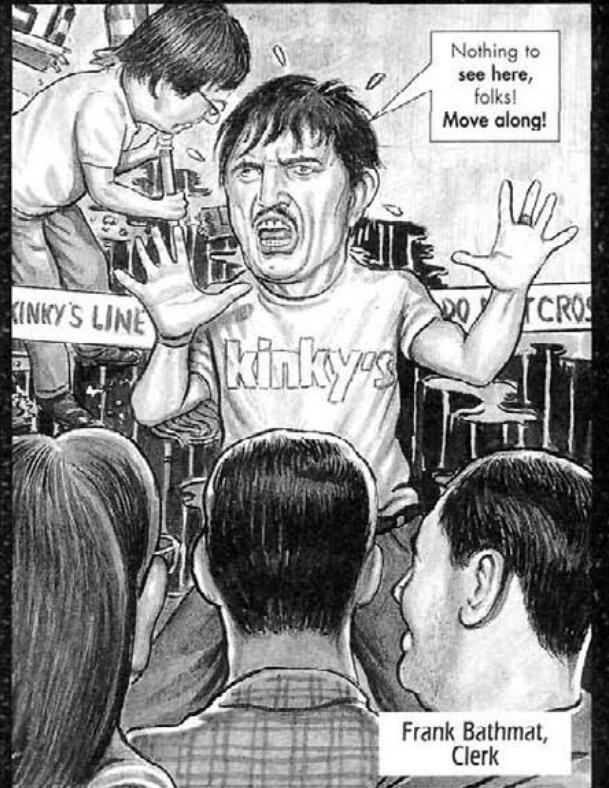
2:23 a.m. Help Call



3:08 a.m. Back Room

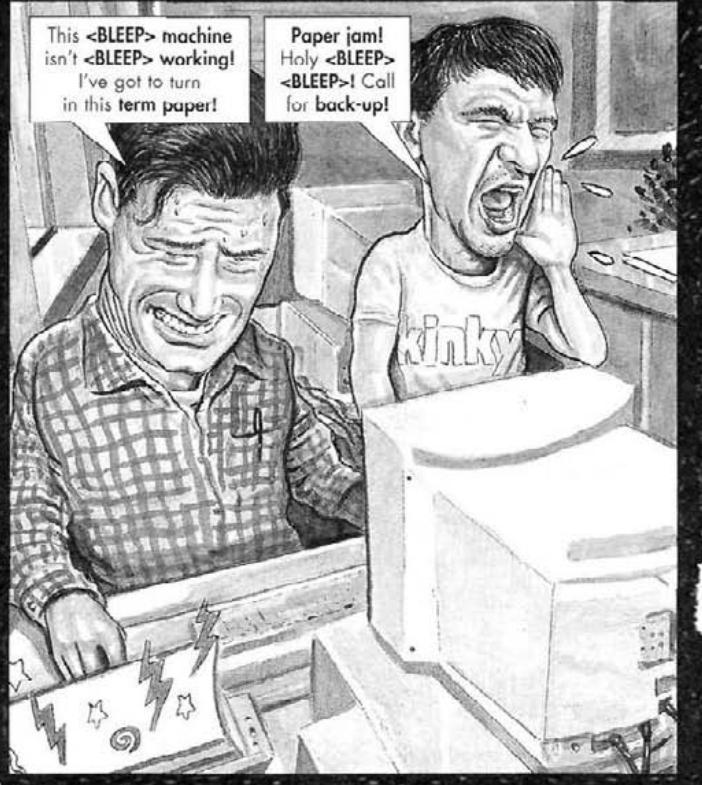


3:15 a.m. Self-Service Area



Frank Bathmat,
Clerk

5:04 a.m. Computer Terminal



6:30 a.m. End of Shift





VH-DUMB DEPT.

There's a great new magazine →
currently on the newstands
that we love so much, we decided
to excerpt it right here and now!
(The fact that we happen to be
the creators of this "great new
magazine" is a mere coincidence
and has **NOTHING to do with our**
decision!) MAD Pop Off Video is 48
pages in **FULL COLOR blasting classic**
music videos! Finally, you can see
rap and rock stars crawling around
on all fours like dogs, shamelessly
grabbing their crotches and cavort-
ing with midgets and dwarves—
without turning on your TV! Here's
an intensely stupid sampling from
that great new magazine...

ALL NEW! FULL COLOR!

MAD

IND.

POP OFF VIDEO

In fact, a mole co-writer...
mole director to...

Including

Puff Daddy
Aerosmith
Spice Girls
Dr. Dre
Madonna
Soundgarden
Alanis Morissette
Michael Jackson
Hanson
Will Smith
And More!

Written by Desmond Devlin

48 PAGES SLAMMING YOUR FAVORITE MUSIC VIDEOS!

Add 75 lbs. each to these two guys
and you're talking *Blues Brothers III*.

SHOCKING STUFF THEY'LL NEVER POP UP ON VH1!

May 1998 \$5.95 Code: 1425

HANSON
"MMMBOP"



The biggest musical influence on Hanson is another singing family trio: Alvin and the Chipmunks.



According to Hanson, an MMMBop is
"just a brief moment in time, that's
gone before you know it." Hanson's
career will last 3.4 MMMBops.

MAD POP OFF VIDEO

WILL SMITH "MEN IN BLACK"



This is rap music for people who think that Babyface is a little too "hardcore."



Will's former partner, DJ Jazzy Jeff, reportedly did an excellent job of fetching donuts and running small errands for the crew.

MICHAEL JACKSON "BAD"



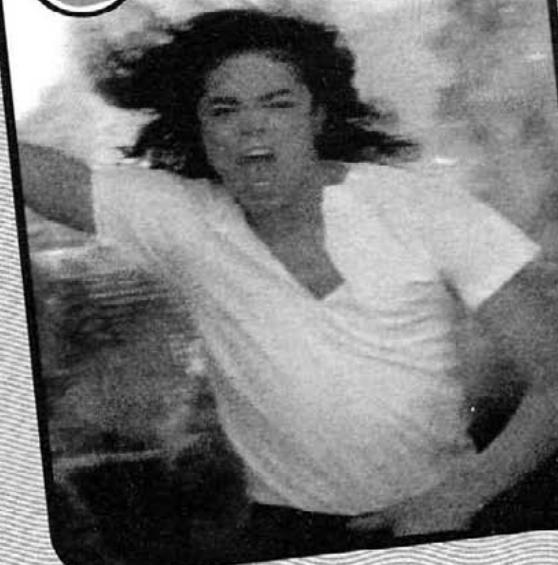
The New York subways were constructed from 1900-1904, with hundreds of workers chopping holes on the surface, and filling them in as they went. The process was not unlike the history of Michael's face.



MICHAEL JACKSON "BLACK OR WHITE"



For what this video cost, Jackson could have bought the silence of 14.5 young boys.



COOLIO "GANGSTA'S PARADISE"



This chilling Coolio-Michelle Pfeiffer stare-down has all the primal dramatic power of the Tyson-McNeely showdown.



This song features a hook sampled from Stevie Wonder's "Pastime Paradise." Apparently, Stevie was also Coolio's barber.

ALANIS MORISSETTE "IRONIC"



With very little time left in the decade to lose its lead, "It's like 10,000 spoons when all you need is a knife" is in the homestretch for "Most Moronic Lyric of the 1990s."

Alanis conceived this video as "expressing four different sides of her personality."



The level of her acting achievement can be summed up as: "red sweater, green sweater, yellow sweater, wool cap."



GRIEVING LAS VEGAS DEPT.

MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest newsmakers will be crapping out!

**THIS MONTH'S UPCOMING WINNER IN
THE ELECTORAL COLLEGE OF DEATH:**

Al Gore

CAUSE OF DEATH

ODDS

Mistaken for dead and buried alive 2:1

Caught in crossfire between Bill and Hillary during ugly spat over Monica Lewinsky 8:1

Burst blood-vessel in brain from worrying about the ozone layer 25:1

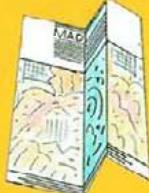
Stress of cooperating with campaign finance investigation to the fullest 9,499,209:1

Slips on Capitol steps at own inauguration as President 99,254,398:1

WHAT TERRORIST
ORGANIZATION
THREATENS THE
LIFE AND LIBERTY
OF EVERY AMERICAN?

HERE WE GO WITH ANOTHER RIDICULOUS
M A D F O L D - I N

It used to be that we only had to worry about terrorist acts happening outside of the United States. Now the threats have reached our shores and everyone is living in a state of apprehension. But there is one especially evil and ruthless enemy that stands out as a source of constant tyranny. To find out who this dreaded menace to society is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



THREATS OF TERRORISM ARE A PROBLEM EVERYONE
IN THE WORLD IS DEALING WITH TODAY. BUT
REARING ITS UGLY HEAD IN AMERICA THERE IS
SOMETHING REALLY TERRIFYING IN THE WORKS

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ABSOLUT SADDAM.

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